

## REMARKS

Claims 2-21 are pending.

Claims 2-5, 17-18, and 20-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cheung in view of Carr. Claims 6-7 and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cheung in view of Carr and further in view of Reichardt. Claims 8-10 and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cheung in view of Carr and further in view of Bedingfield. Claims 11-13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cheung in view of Carr and further in view of Ponte. Claims 15-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cheung in view of Carr and further in view of Tibbetts.

Cheung teaches managing search listings in a search database including one or more search listings for an advertiser. Carr teaches providing a single business network of owners of independent commercial office buildings.

With respect to claim 2, page 5 lines 8-10 of the Office Action states, “Cheung does not explicitly disclose the limitation: ‘a portion less than the full amount of the corresponding selected listing bid amount.’ ” On page 6, lines 3-9 of the Office Action, the Examiner maps “a portion less than the full amount of the corresponding selected listing bid amount” of claim 2 to Carr’s teaching in paragraph [0034] that “Each alliance negotiated by ACME Office for the benefit of its plurality of members entities typically would include **an allocation of some portion of the revenues** generated by the vendor from each participating member entity’s office buildings to ACME Office.” The “member entity’s office buildings” of Carr paragraph [0034] are one or more of the “the plurality of independently, owned commercial office buildings under single brand identity” as stated by the Examiner on page 5, lines 20-21 of the Office Action.

Carr teaches receiving an annual marketing fee from third-party vendors. Carr states in paragraph [0034], “These vendors will be required to pay the ACME Office business network annual marketing fees or other associated revenues.” Carr does not teach crediting a portion of the “annual marketing fees or other associated revenues” to an entity that received the “annual marketing fees or other associated revenues.” The “annual marketing fees or other associated

revenues” of Carr paragraph [0034] is not the “revenues generated by the vendor” that is referenced by the Examiner on page 6, lines 8-9 of the Office Action. Carr states in paragraph [0034] that the “revenues generated by the vendor” are revenues earned by a third-party vendor (e.g., “telecommunication companies”) for offering “goods and/or services that may be utilized by the member entities.” The “amount received from the advertiser for advertising the listing” as recited in claim 2 is patentability different from revenue obtained by a third-party vendor of an office building as described by Carr. Hence **“an allocation of some portion of the revenues”** emphasized by the Examiner relate to a revenue that is not an “amount of the corresponding selected listing bid amount received from the advertiser for advertising the listing” as recited in claim 2. As such, claim 2 is believed to be allowable.

Claims 2-16 depend from Claim 2 and are believed to be allowable for the same reasons described above.

Claim 17 recites the system for carrying out the method of claim 2. Therefore, it is believed that claim 17 is also allowable.

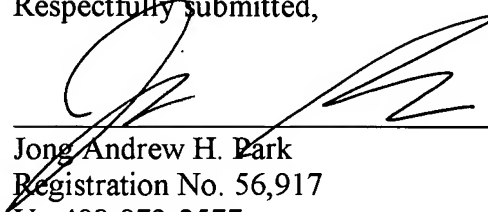
Claims 18-19 depend from claim 17 and are believed to be allowable for the same reasons described above.

Claim 20 recites computer program code for carrying out the method of claim 2. Therefore, it is believed that claim 20 is also allowable.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

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Respectfully submitted,

  
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